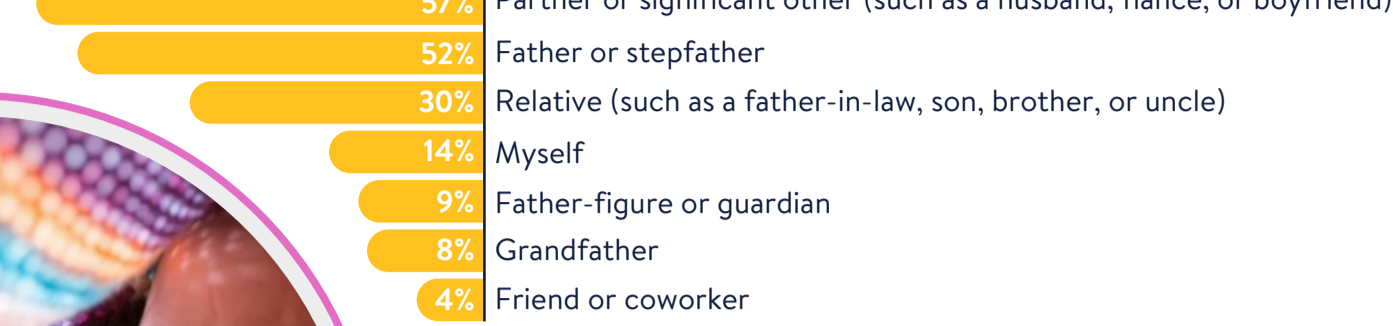


How are Walmart customers planning to celebrate the top pops in their lives? We surveyed a panel of Father's Day shoppers, and here's what they had to say.



## Customers aren't just shopping for their own Dads



## Most popular items

Of the top categories for Father's Day shopping, these items ranked on the top of customers' shopping lists:

- 86% Tools & Home Improvement:** Tools or tool accessories/kits
- 79% Sporting Goods:** Recreational equipment or gear, camping, fishing, hunting
- 64% Groceries & Snack Foods:** Ingredients to make a meal
- 55% Men's Grooming (Shaving):** Electric shavers/trimmers
- 47% Electronics & Wireless:** Audio products, like headphones and earbuds
- 37% Electronics & Wireless:** Wearable technology

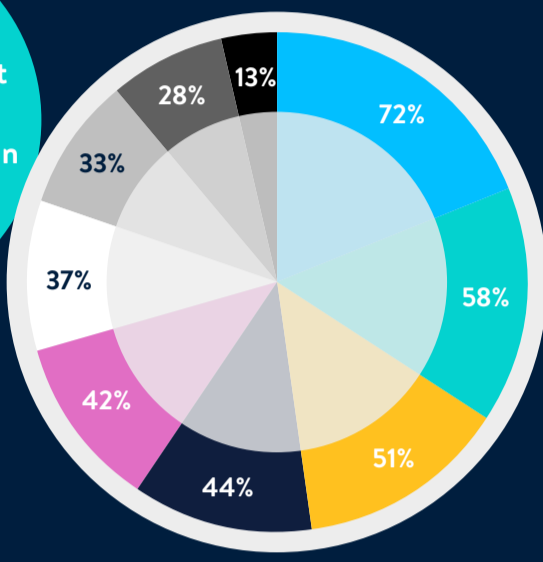
## Top 5 reasons why customers say they plan to shop at Walmart this Father's Day

- It's convenient because I do my regular shopping at Walmart **55%**
- It's convenient because Walmart is close to home **53%**
- Walmart has a good selection of products/brands **50%**
- Walmart has a wide variety of shopping options **45%**

**61%** Everyday Low Prices remain a key driver for Walmart customers

## Of those who plan to shop for Father's Day, other items they are filling their baskets with

56% of customers don't have a set budget for their Father's Day shopping, but 63% plan to spend the same as last year



- Groceries & Snack Foods
- Tools & Home Improvement
- Beverages
- Sporting Goods
- Electronics & Wireless
- Men's Grooming (Shaving)
- Cooking & Dining
- Men's Fragrance (Cologne)
- Men's Jewelry



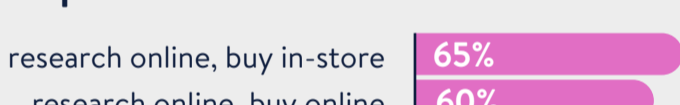
## Where they plan to shop for Father's Day-related items



84% of customers plan and research their Father's Day shopping up until the week before the holiday



## Most customers will research online, then purchase online or in a Walmart store



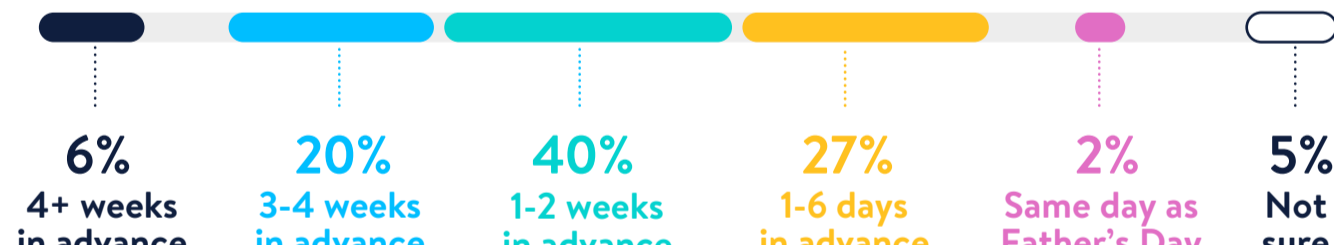
50% of customers say, "Dad is hard to shop for, I need helpful ideas"

57% say a store sale, coupon or gift card will help inspire their Father's Day shopping

52% also lean on recommendations from others

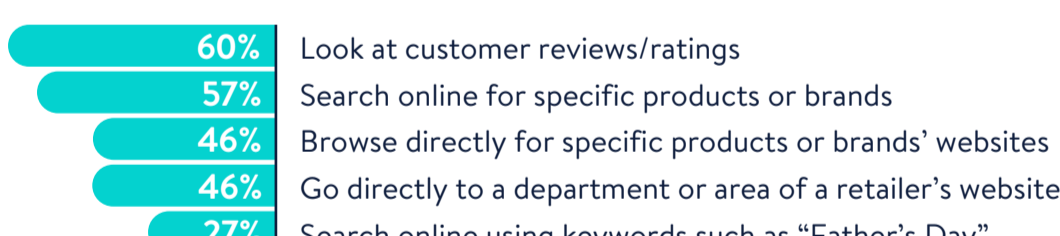


## When customers begin shopping for Dad



## How customers discover Father's Day items online

Top 5 most popular ways to browse online



"Father's Day gift set" and "Father's Day gift" are the most popular Father's Day-related searches

## Top search terms by popular categories for Father's Day (May-June 2021)

Groceries	Hardware & Tools and Home Management	Power Tools & Hand Tools	Beverages	Sporting Goods	Electronics & Wireless
1. Cereal 2. Coffee 3. Peanut butter 4. Tomatoes 5. Rice 6. Sugar	1. Air conditioners 2. Portable air conditioner 3. Fan 4. Mini fridge 5. Luggage 6. Vacuum	1. Hart Tools 2. Hyper Tough 3. Hyper Tough tools 4. Tools 5. Drill 6. Hart	1. Water 2. Juice 3. Orange juice 4. Soda 5. Bottled Water 6. Coke	1. Cooler 2. Tent 3. Kayak 4. Trampoline 5. Camping accessories 6. Camping	1. TV 2. Laptop 3. Smart TV 4. Printer 5. Roku TV 6. iPad

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## Seasonal tips & everyday best practices

### Display campaigns

- Seasonal tip:** Make sure your creative speaks to the moment. Select flight dates to match key moments during the season.
- Best practice:** Match your targeting tactics to campaign objectives. For example, use historical shopping segments to drive reach and awareness. Or try predictive targeting to drive conversions.

### Search campaigns

- Seasonal tip:** Use the Item Keyword Report to search harvest keywords. Expand your reach – if your item qualifies – by using relevant, seasonal keywords and top-trending keywords.
- Best practice:**
  - Keep your ads available all day long with higher daily budgets, like for customers researching online prior to making their purchases. Use automated rules to trigger notifications for budget adjustments and when campaign budgets have capped out.
  - Use the Suggested CPC feature for competitive bidding guidance.

### Guidance for advertisers using API partners

- Include top-selling, promotional, or high AUR items in your manual ad groups.
- QA your campaign structure to ensure you're set up for success before peak periods.
- Use your partner's automated tools to optimize your campaigns and bids at scale.

Start planning your campaign with Walmart Connect today